UDACITY
FOR ENTERPRISE

Digital Marketing

Overview

This Nanodegree is Built in Partnership With

facebook.   Google   Hootsuite   HubSpot   MailChimp   MOZ

Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run ad campaigns and advertise on Facebook. Additionally, learn how display and video ads work, how to market with email, and how to measure and optimize with Google Analytics.

Program Information

TIME
3 months
Study 10 hours/week

LEVEL
Foundational

PREREQUISITES
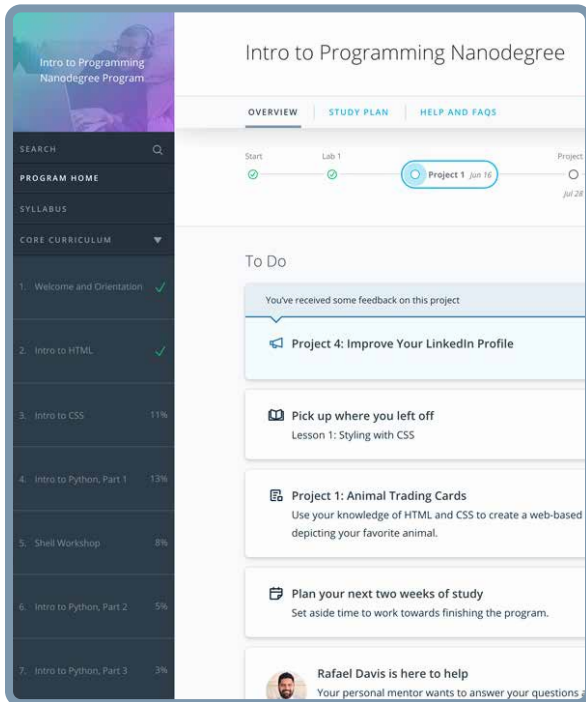No experience required

HARDWARE/SOFTWARE REQUIRED
You need to have a Gmail and a Facebook account to complete the projects.

LEARN MORE ABOUT THIS NANODEGREE
Contact us at enterpriseNDs@udacity.com.

Our Classroom Experience

REAL-WORLD PROJECTS
Learners build new skills through industry-relevant projects and receive personalized feedback from our network of 900+ project reviewers. Our simple user interface makes it easy to submit projects as often as needed and receive unlimited feedback.

KNOWLEDGE
Answers to most questions can be found with Knowledge, our proprietary wiki. Learners can search questions asked by others and discover in real-time how to solve challenges.

LEARNER HUB
Learners leverage the power of community through a simple, yet powerful chat interface built within the classroom. Learner Hub connects learners with their technical mentor and fellow learners.

WORKSPACES
Learners can check the output and quality of their code by testing it on interactive workspaces that are integrated into the classroom.

QUIZZES
Understanding concepts learned during lessons is made simple with auto-graded quizzes. Learners can easily go back and brush up on concepts at anytime during the course.
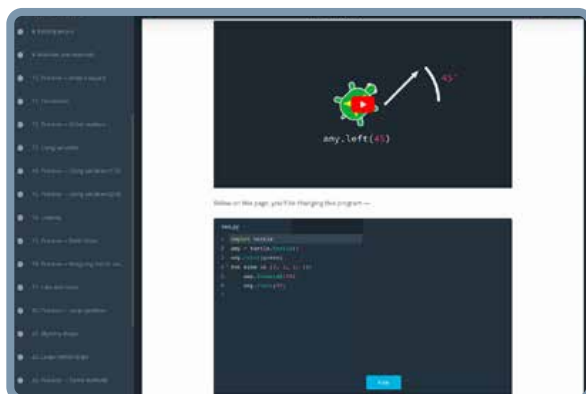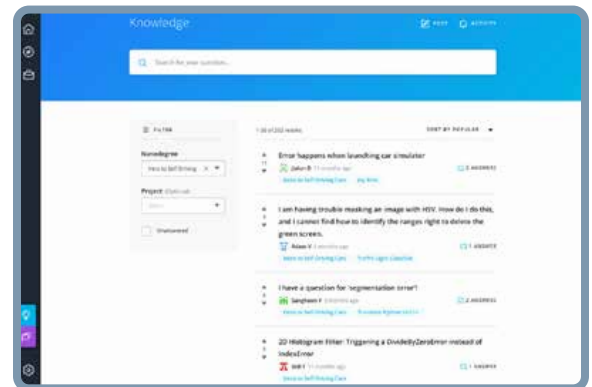
CUSTOM STUDY PLANS
Mentors create a custom study plan tailored to learners' needs. This plan keeps track of progress toward learner goals.

PROGRESS TRACKER
Personalized milestone reminders help learners stay on track and focused as they work to complete their Nanodegree program.

Learn with the Best

Anke Audenaert
INSTRUCTOR

Anke led the development of Digital Marketing programs at Udacity. She previously ran Market Research at Yahoo!, co-founded two companies and is on the marketing faculty at UCLA Anderson.

Daniel Kob
INSTRUCTOR

Dan is a digital media entrepreneur, visual storyteller and Stanford MBA. He has worked in different roles in media, tech and marketing in Europe and the US.

Julia Aspinal
INSTRUCTOR

Julia is a digital marketer, front end engineer and former Teach for America teacher. She has worked in marketing, product management and web development roles at Scholastic, Udacity and other companies.

Course 1: Marketing Fundamentals

Becoming a digital marketer is a journey — let us be your guide. In this course, we give you a framework to help you organize and plan your approach. We also introduce you to three companies that are featured throughout the Digital Marketing Nanodegree program as examples of how to apply what you learn in both B2C and B2B contexts.

Project	Prepare to Market

In this first project, you'll prepare for your new role as a digital marketer. You can choose to market your own company or a Sandbox B2C or B2B product we've provided. You'll market a B2C or B2B product, summarize the business model of the company, articulate the marketing objective, and develop a target persona for the product you choose to market.

Nanodegree Program Overview

LESSON TITLE	LEARNING OUTCOMES
WELCOME TO DIGITAL MARKETING	Marketing is an essential part of your everyday life. We will take you on a journey through the evolving digital marketing landscape. This course will teach the fundamentals to help you navigate and thrive in this fast-growing field.
THE DIGITAL MARKETING FRAMEWORK	We provide a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the what, who, how, where and when of marketing.
WHAT: YOUR BUSINESS	The journey begins with understanding the "what" you are marketing. Learn how to articulate a business model in a concise targeted way.
WHO & WHEN: YOUR CUSTOMER	Customers drive all marketing actions. Get to know this customer through empathy maps and hone in on your target by developing a user persona. Learn the different stages of the customer journey your customer will go through to reach you.
WHERE: MARKETING CHANNELS	There are many different ways to reach your customer at different stages in their journey, with an increasing number of marketing channels from which to choose. Align your choice of marketing channel with the customer journey to achieve the best results.
WHY: MARKETING OBJECTIVES & KPIs	Setting marketing objectives and measuring your progress toward them with Key Performance Indicators is a crucial step of the planning process.

Course 2: Content Strategy

Content is at the core of all marketing activity. In this course you will learn how to plan your content marketing, develop content that works well for your target audience, and measure its impact.

LESSON TITLE	LEARNING OUTCOMES
PLAN YOUR CONTENT	A marketer has a message and that message has to be communicated through great content. In this lesson, you learn how to plan and organize your content.
CREATE CONTENT	Great content has a few common components. In this lesson, you learn the power of storytelling, different frameworks you can use to tell persuasive stories, and how to make the most of your content with curation and repurposing.
DISTRIBUTE & PROMOTE CONTENT	Compelling content on its own won't get the job done. In this lesson, you learn how to promote and distribute your content, while keeping it all organized with a content calendar.
OPTIMIZE WEBSITE UX & LANDING PAGES	Your website plays a crucial role in reaching your marketing objectives. In this lesson, you learn how to apply UX design principles to your website and how to create and test landing pages.
MEASURE IMPACT	Measurement is key to the success of your content marketing. In this lesson, you learn what metrics to consider and how to optimize your results.
JOBS IN CONTENT MARKETING	We describe what it's like to be a Content Marketer and what skills recruiters look for in the recruiting process.

Course 3: Social Media Marketing (Organic)

Social media is a powerful channel for marketers. In this course, you learn more about the main social media platforms, how to manage your social media presence, and how to create effective content for each platform.

Project	Market Your Content

In this project we want you to practice producing and marketing content about a subject you know very well — yourself! First you are going to write a blog post. Next, you'll craft social media post for three social platforms to share your blog post with your audience.

LESSON TITLE	LEARNING OUTCOMES
SOCIAL MEDIA LANDSCAPE	First, it's important to understand the social media landscape. Plan your approach with the help of two popular frameworks and align your strategy with the customer journey.
SOCIAL MEDIA CHANNELS	We'll take a closer look at Facebook, Instagram, Youtube, Twitter and Snapchat. Deliver your message in the most important platforms for your audience. Find and work with influencers to help you.
SOCIAL MEDIA CONTENT	Each social media platform requires a distinct approach. In this lesson, you learn how to develop or adapt content for social media, make your content match the platform you choose and create content that audiences will share.
IMPLEMENT & MONITOR CAMPAIGNS	Success in social media requires careful monitoring and management of your content and your audience. Social media management tools, like Hootsuite, can help you get the most out of social media.
MEASURE IMPACT	As with all marketing campaigns, you'll need to measure the impact of you social media efforts. Measure success in different platforms and learn the formula to predict virality.
JOBS IN SOCIAL MEDIA MARKETING	We describe what it's like to be a social media marketer and what skills recruiters look for in the hiring process.

Course 4: Social Media Advertising (Paid)

Cutting through the noise in social media can be challenging, and often, marketers must use paid social media marketing strategies to amplify their message. In this course, you learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with your audience.

Project	Evaluate a Facebook Campaign

In this project, you will be evaluating a Facebook ad campaign. We will provide you with the marketing objective, ad campaign, ad set and ad performance data for the campaign. You will be able to analyze this data set to evaluate KPIs and make recommendations for how a future iteration of the campaign could be improved.

LESSON TITLE	LEARNING OUTCOMES
INTRO TO SOCIAL MEDIA ADVERTISING	Discover how social media advertising works and dive into the current landscape.
PLATFORMS FOR SOCIAL ADS	Social Media Platforms offer different opportunities for paid advertising. Learn what is possible on several platforms and evaluate which is right for your objective and audience.
FACEBOOK — GETTING STARTED	Facebook is a powerful social media platform with a massive audience worldwide. Gain hands on experience by setting up your Facebook advertising account and explore campaign objectives.
FACEBOOK — CREATE AD SETS	Ads need to reach the right audience. In this Facebook-focused lesson, you'll learn different ways to target your audience, where to place your ads, and how to determine a budget and bidding schedule.
FACEBOOK — CREATE AND MANAGE ADS	Facebook ads require thoughtful planning. Learn how to create and run ads on Facebook, write compelling copy, choose the right images, test different ads and evaluate the performance of ads using campaign examples.
JOBS IN SOCIAL MEDIA ADVERTISING	We describe what it's like to be a social media advertiser and what skills recruiters look for in the hiring process.

Course 5: Search Engine Optimization (SEO)

Search engines are an essential part of the online experience. Learn how to optimize your search engine presence through on-site and off-site activities, including how to develop your target keyword list, optimize your website UX and design, and execute a link building campaign.

Project	Conduct an SEO Audit

In this project, you will audit a website or your company's website and recommend actions to optimize its ranking in search engine results. You will recommend a target keyword list, evaluate the design and the UX of the site and recommend improvements.

LESSON TITLE	LEARNING OUTCOMES
HOW SEARCH WORKS	To execute a successful SEO strategy, you need to know how search engines work. In this lesson, you'll learn search engines basics.
KEYWORDS	SEO needs to align with the keywords that matter most to your target audience. In this lesson, you'll learn about keywords — how to choose the right ones for your objectives and how research can help you to identify them.
ON-SITE SEO: OPTIMIZE UX & DESIGN	Learn how to optimize the UX and design of your site to help search engines find and associate your content with your target keyword list.
OFF-SITE SEO: LINK-BUILDING	Inbound links to your content are crucial in determining your search engine ranking for your target keywords. Develop and execute a link building strategy to improve your site's relevance and ranking.
SEO AUDIT & FUTURE OF SEO	SEO is an ongoing effort and it is important to audit your site on a regular basis to ensure optimal visibility. Execute a content and technical SEO audit and explore tools that can help in this process.
JOBS IN SEO	We describe what it's like to be a Search Engine Optimization (SEO) Marketer and what skills recruiters look for in the hiring process.

Course 6: Search Engine Marketing with Google Ads (SEM)

Optimizing visibility in search engine results is an essential part of Digital Marketing. Reinforcing findability through Search Engine Marketing (SEM) is an effective tactic to achieve your marketing objectives. In this course, you learn how to create, execute and optimize an effective ad campaign using Google Ads.

Project	Evaluate a Google Ads Campaign

In this project, you will be evaluating the performance of a Google Ads search campaign. We will provide you with the campaign's marketing objective, as well as performance data at the campaign, ad group, ad and keyword level. You will be able to use this data to assess how well the campaign performed and make recommendations for how a future iteration of the campaign might perform better.

LESSON TITLE	LEARNING OUTCOMES
KEYWORD SELECTION	Explore how Google Ads is organized and plan a Google Ads campaign using keyword research.
CREATE TEXT ADS	Search text ads are one ad type you can utilize in Google Ads. In this lesson, you learn how to write compelling search text ads, align your text ads with your target keywords and optimize landing pages to boost your search engine marketing campaigns.
CPC BIDDING	Learn how Google Ads bidding works, Google's ad placement formula, and plan your ad spend by calculating a max cost-per-click (CPC) bid.
NAVIGATE GOOGLE ADS	Google Ads is the largest search engine advertising platform. In this lesson, you learn how to set up a search engine marketing campaign along with a few nuances of the tool.
SEM METRICS & OPTIMIZATION	Measuring, monitoring and optimizing your search advertising campaigns is the key to a successful return on investment (ROI). Discover key metrics to monitor and optimize your campaign performance.
JOBS IN SEM	We describe what it's like to be a Search Engine Marketer (SEM) and what skills recruiters look for in the hiring process.

Course 7: Display Advertising

Display advertising was the first form of advertising on the web. It's still a powerful marketing tool, strengthened by new platforms like mobile, new video opportunities and enhanced targeting. In this course, you learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using Google Ads.

Project	Evaluate a Display Ad Campaign

In this project you will evaluate the results of a display advertising campaign and create a presentation of the results for management. Your summary will include the targeting strategy, creatives used, the results of the campaign, along with recommendations on how to improve the campaign.

LESSON TITLE	LEARNING OUTCOMES
HOW DO DISPLAY ADS WORK?	Display advertising has changed substantially over the years. Learn about this evolution and how display ad serving works.
DISPLAY ADS & TARGETING	User targeting is crucial to the success of online display advertising. In this lesson, you learn about the different targeting options, from demographic targeting all the way to behavioral targeting.
SALES MODELS	While early display advertising followed the traditional sales model used in the magazine industry, today an increasing number of display ads are sold programmatically, with ads traded in online marketplaces. Discover how the programmatic advertising landscape works.
DISPLAY ADS IN GOOGLE ADS	Google Ads is a powerful display advertising platform. In this lesson, learn how to create, target, test and monitor a display advertising campaign using Google Ads.
VIDEO ADVERTISING	Video is a fast-growing online platform, for consumers and advertisers alike. Explore different video ad types and how to create effective video ads.
JOBS IN DISPLAY ADVERTISING	We describe what it's like to be a Digital Marketer and what skills recruiters look for in the hiring process.

Course 8: Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, you learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

| Project | > | Market with Email |

In this project, you will plan and prepare an email marketing campaign for a Sandbox B2C or B2B product or your company's product/service. You will write an email and evaluate the results of an email campaign.

LESSON TITLE	LEARNING OUTCOMES
EMAIL LIST GENERATION	Learn how to build a subscriber list with contact forms and explore the double opt-in process.
CREATE AN EFFECTIVE EMAIL CAMPAIGN	Unopened emails are a missed opportunity. In this lesson, you learn how to write subject lines, pre-headers, calls to action and effective email copy.
CREATE AN EMAIL PLAN	An email plan is necessary for developing a successful email marketing strategy. Learn how to create an email calendar and plan different types of email campaigns, like transactional and drip campaigns.
MEASURE RESULTS	Email marketing is never done. In this lesson, you learn how to analyze the results of your email campaign, how to use A/B testing to improve your content, and how to use segmentation to better target specific subscribers.
JOBS IN EMAIL MARKETING	We describe what it's like to be a email marketer and what skills recruiters look for in the hiring process.

Course 9: Measure & Optimize with Google Analytics

Measurability is what makes Digital Marketing uniquely powerful. Actions online can be tracked, and so can the effect of your digital marketing and advertising efforts. In this course, you'll learn how to use Google Analytics to evaluate your audience, measure the success of your acquisition, understand engagement efforts, evaluate your user's conversions to your goals, and use those insights to plan and optimize our marketing budgets.

Project	Create your Portfolio

Now it's time to show off all of your hard work! For your final project, you will develop a marketing strategy and highlight your project work throughout the course in a presentable and comprehensive portfolio.

Nanodegree Program Overview

LESSON TITLE	LEARNING OUTCOMES
GET ORIENTED IN GOOGLE ANALYTICS	Google Analytics can look more complicated than it is. In this lesson, you learn the different components, metrics, and common definitions used in the platform.
UNDERSTAND YOUR AUDIENCE	Google Analytics can tell you a lot about your audience. In this lesson, you learn how to evaluate your audience — who they are and how they align with your target.
EVALUATE ACQUISITION	In this lesson, you learn how to find the source of your traffic — how your users found you.
UNDERSTAND BEHAVIOR	Google Analytics can track how your users behave once they reach your site. Take a look at how different audiences behave on your site — which content they consume, how engaged they are, and their path through your website.
EVALUATE CONVERSIONS	Discover how to set up your conversion goals in Google Analytics, evaluate your conversion success and identify obstacles to conversion in your site and landing pages for different traffic sources.
OPTIMIZE CAMPAIGN BUDGETS	All marketing action can be tracked. In this lesson, you learn how to evaluate the results of different campaigns using Google Analytics and how to compare results across platforms to further optimize your marketing budget.
JOBS IN MARKETING ANALYTICS	We describe what it's like to work in marketing analytics and what skills recruiters look for in the hiring process.

Our Nanodegree Programs Include:
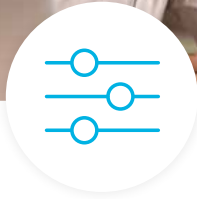
Pre-Assessments

Our in-depth workforce assessments identify your team's current level of knowledge in key areas. Results are used to generate custom learning paths designed to equip your workforce with the most applicable skill sets.

Dashboard & Progress Reports

Our interactive dashboard (enterprise management console) allows administrators to manage employee onboarding, track course progress, perform bulk enrollments and more.

Industry Validation & Reviews

Learners' progress and subject knowledge is tested and validated by industry experts and leaders from our advisory board. These in-depth reviews ensure your teams have achieved competency.

Real World Hands-on Projects

Through a series of rigorous, real-world projects, your employees learn and apply new techniques, analyze results, and produce actionable insights. Project portfolios demonstrate learners' growing proficiency and subject mastery.

Real-life Reviewers for Real-life Projects

Real-world projects are at the core of our Nanodegree programs because hands-on learning is the best way to master a new skill. Receiving relevant feedback from an industry expert is a critical part of that learning process, and infinitely more useful than that from peers or automated grading systems. Udacity has a network of over 900 experienced project reviewers who provide personalized and timely feedback to help all learners succeed.

Vaibhav
UDACITY LEARNER

"I never felt overwhelmed while pursuing the Nanodegree program due to the valuable support of the reviewers, and now I am more confident in converting my ideas to reality."

now at
CODING VISIONS INFOTECH

All Learners Benefit From:

Line-by-line feedback for coding projects

Industry tips and best practices

Advice on additional resources to research

Unlimited submissions and feedback loops

How it Works

Real-world projects are integrated within the classroom experience, making for a seamless review process flow.

- Go through the lessons and work on the projects that follow
- Get help from your technical mentor, if needed
- Submit your project work
- Receive personalized feedback from the reviewer
- If the submission is not satisfactory, resubmit your project
- Continue submitting and receiving feedback from the reviewer until you successfully complete your project

About our Project Reviewers

Our expert project reviewers are evaluated against the highest standards and graded based on learners' progress. **Here's how they measure up to ensure your success.**

900+
Expert Project Reviewers

Are hand-picked to provide detailed feedback on your project submissions.

1.8M
Projects Reviewed

Our reviewers have extensive experience in guiding learners through their course projects.

3
Hours Average Turnaround

You can resubmit your project on the same day for additional feedback.

4.85 /5
Average Reviewer Rating

Our learners love the quality of the feedback they receive from our experienced reviewers.

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For more information visit: www.udacity.com/enterprise